UNODC invites you to join its social media campaign, #DignityUnlocked. Help us to spread the word about the Nelson Mandela Rules and to advocate for global action to preserve human dignity in prisons at a time of urgent need.

Record a video (60 seconds max.) with English subtitles, or share other content about ongoing efforts to translate the Mandela Rules into practice. This year, we are particularly keen to hear from prison practitioners and others involved on the ground about why they feel the Rules are important, why we should all care about dignity in prisons, and about both good practice and challenges they have witnessed.

Upload your content on Twitter and/or other social media between 12 and 19 July 2022, including the hashtags: #DignityUnlocked #MandelaRules #MandelaDay2022.

Learn more about the Nelson Mandela Rules at unodc.org/nelsonmandelarules